



Media Contact:
Kate Nagle
knagle@rdwgroup.com
(w) 401.553.5199
(c) 401.742.6012

RHODE ISLAND RESIDENTS URGED TO “SLOW THE FLOW” OF LAWN WATERING THIS SUMMER

Rhode Island Water Resources Board and experts say lawns need no more than one inch of water a week to remain healthy; Sodco experts on hand to share turf maintenance knowledge

SLOCUM, RI (June 20, 2012) – The Rhode Island Water Resources Board kicked-off its 2012 “Slow the Flow” campaign today at Sodco, encouraging Rhode Island residents to follow simple watering guidelines this summer to keep lawns healthy while conserving water.

“Rhode Island has been fortunate in the rain department as of late, but as most people are aware, we had a very dry winter,” said Kenneth Burke, General Manager of the Water Resources Board. “We want Rhode Islanders to know that one inch of water a week is all that’s needed to keep a lawn healthy – and our water supply sustainable.”

Located on 500 acres of farmland in South County, Sodco has provided New England’s finest sod and services to a variety of customers for over 30 years, including homeowners, landscape architects, athletic fields, and golf course. Sodco adheres to the Water Resources Board guidelines.

“Clearly, conserving water reduces overall costs to businesses and homes and eases strain on water resource infrastructure,” said Pat Hogan, Sale Manager at Sodco. “What people might not know is it prevents weakening your lawn, as overwatering results in the runoff of nutrients into surrounding areas.”

The Water Resources Board announced today that residents can receive some extra assistance determining how much water their lawn is getting. By taking a simple “lawn watering IQ” quiz on their website, www.riwater.org, test-takers can receive a rain gauge for their effort.

“We wanted to make a fun and easy way for people to learn more about the guidelines, and also be able to have a “visual” of what an inch of water looks like,” said Burke.

The “Slow the Flow” campaign was devised in 2011 by representatives from the Water Resources Board, the University of Rhode Island’s Turf Program, the Rhode Island Nursery and Landscape Association, stakeholders, and experts, who worked together to develop the State’s first lawn maintenance guidelines emphasizing water conservation.

A fully integrated marketing campaign, including radio and online, is being launched concurrently to build awareness throughout the state. For more information, go to www.riwater.org.

About the Rhode Island Water Resources Board

The Rhode Island Water Resources Board is an executive agency of state government responsible for managing the proper development, utilization, and conservation of water resources. Its primary responsibility is to ensure that sufficient resources are available for present and future generations. The Board actively pursues new and innovative strategies for water resource protection and development on behalf of the State – and as part of its mission is committed to wisely conserving Rhode Island's water resources.